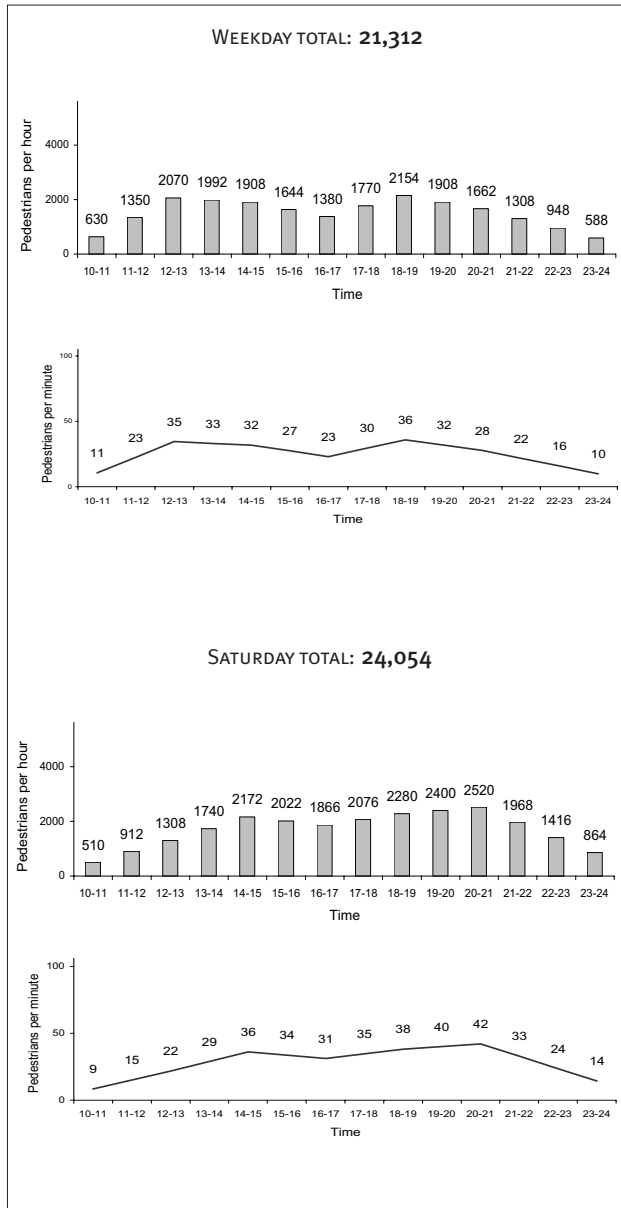
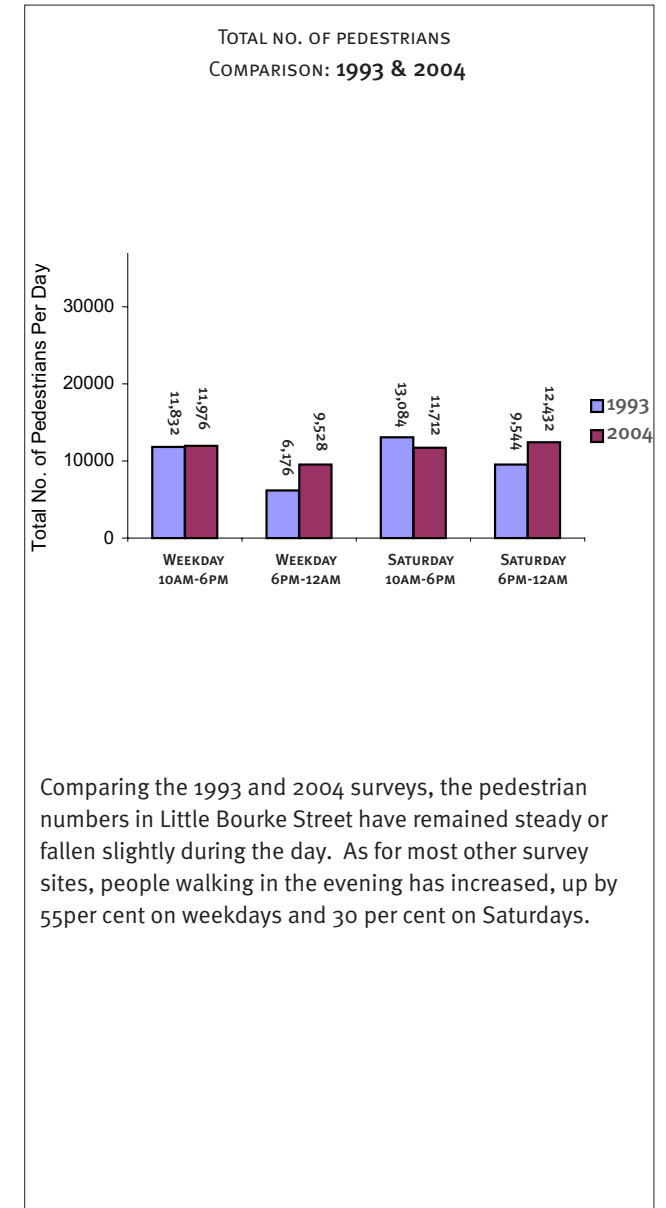


3.2 PEDESTRIAN TRAFFIC - LITTLE BOURKE STREET



Counts:
Weekdays: 25/11 + 2/12 2004 : 10am-12 midnight
Saturdays: 27/11 + 4/12 2004 : 10am-12 midnight
Weather: Fine at all times

In Little Bourke Street, pedestrian counts were made mid-block between Swanston and Russell Streets, in the heart of Chinatown. The weekday figures (21,000) and Saturday numbers (24,000) demonstrate the considerable attraction of Chinatown. There are almost as many people walking in Little Bourke Street as for Swanston Street (middle).



Comparing the 1993 and 2004 surveys, the pedestrian numbers in Little Bourke Street have remained steady or fallen slightly during the day. As for most other survey sites, people walking in the evening has increased, up by 55per cent on weekdays and 30 per cent on Saturdays.